

Employment and working models of Trainer4You graduated personal trainers now and in the future

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<p>A human being is created by nature to be physically active with features that makes them able to survive in the nature. The features that humans have actively used in the past thousands of years to stay alive and survive are now in passive use. People nowadays tend to be passive on the daily basis because the work they do does not usually require physical efforts. People today are aware of healthy lifestyle and they are more active in their leisure time than before. A popular activity is to exercise with a plan and right kind of nutrition to reach their goals. The demand for personal trainers has been a growing trend for the past few years. It looks like the profession is remaining popular also in the future. Personal trainer's main job is to plan a personal, goal aiming training and nutrition program to a client.</p> <p>The questions for this study are: what is the satisfaction level to personal trainer course and does the given training meet professional needs in practice? What is the employment status among those who work as a personal trainer? What is the amount of weekly working hours as a personal trainer? How the current employment status is estimated to develop in near future? How to develop Trainer4You personal trainer course in the future? The selected method for the survey was a triangulation method. The invitation to the survey was sent to Trainer4You graduated personal trainers via email. The survey reached 125 hits and the number of respondents was 85.</p> <p>The results show that the satisfaction of the course did not meet the expectations and the education provider should consider making changes to content in the future. Most of the graduated personal trainers, 79 % practice the profession after the graduation. Majority, 52 % do that as a primary job and most popular working model was self-employed or freelancer. Freelancer personal trainers work less than 21 hours per week.</p> <p>According to results, the chosen working model seems to move slowly from employees to freelancers and further to employer's position. The working hours are estimated to increase or at least remain the same in near future.</p>	
Keywords Physical activity, personal training, Trainer4You, working models	

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1 Introduction

The current style of working long and stressful days has increased passivity among in the working age people. People are not active in their daily routines and the activity is nowadays something else done in leisure time. The way and methods of training and exercising has changed during the past years. The high intensity different type of muscular training has become more popular among all age groups. Today's trends of training seem to be very goal determined. People are aware of healthy lifestyle and are interested in their wellbeing. People have started to use personal trainers' services more to get advices how to live a goal aiming healthy life style.

In a nutshell, the personal trainers job is to help and motivate a client to reach his or her goals by planning a proper training program with right nutrition plans. The popularity of the profession has increased during the past years and the demand for personal trainer services will stay at high level in the future.

There are many personal trainer education providers from commercial providers to sports academies and massage schools. Personal trainer education is widely non-regulated and non-standardized in Finland. Trainer4You is one of the biggest commercial education providers in Finland.

The survey was done among in Trainer4You personal trainers graduated 2013-2016. The method of the research was triangular method combining both qualitative and quantitative approaches.

The aim of the study was to find out general satisfaction to given training and study if and how Trainer4You graduated personal trainers have been able to find work. Special interest was given to different working models, weekly work hours and future work levels.

2 Physical Activity

Physical activity can be determined as combined and coordinated efforts of the muscular, nervous and skeletal systems. The nervous system is responsible for modifying the activation of the muscles. The muscles create movement by generating forces to rotate bones around joints. (Coburn & Malek 2012, 3)

Physical activity is a key component to maintain a healthy lifestyle for all individuals. Physical activity is defined as any bodily movement produced by muscles that creates expenditure. That includes different features such as:

- Volume (how much)
- Duration (how long)
- Frequency (how often)
- Intensity (how hard)
- Mode (what type)

Physical activity is a complex broad ranging behaviour that may include activities of daily living, occupation-related activities, activity relating to travelling, leisure time activities or engagement in specific prescribed interventions.

Exercising and physical fitness are a physical activity, which includes planned, structured, and repetitive bodily movements, which is done to maintain or improve one or more components of physical fitness. (Dudgill, Crone & Murphy 2009, 4)

2.1 The history of physical activity

Physical activity and physical fitness have been the major factors in the evolutionary history of Homo sapiens. The most important events in the evolution of modern Homo sapiens happened 10 million years ago. It is difficult to establish with precision the roles played by motor ability and physical performance capacity in the evolutionary journey of our human species. Human beings have optimized several traits that carried evolutionary advantages such as upright position, bipedal locomotion, well-articulated thumbs, vertical head position facilitating visual scanning and refined language capacity. These traits enable a capacity for a human to walk, run, grasp, carry, catch and throw.

The traits also made the humans perform well in activities requiring quick responses, precisions, speed, strength and endurance. (Bouchard, Blair & Haskell 2006, 4)

Physical activity has been a major force in the evolution of Homo Sapiens. Hunting, gathering, escaping and fighting were essential actions in order the ancestors to survive. Our ancestors had to throw, carry, lift, walk, run and perform all kinds of basic motor skills throughout their lives. Survival and success over tens of thousands of years required the ancestors to be physically active and good performers.

Archaeological records have evidence about human beings who have had leisure activities 5000 to 8000 years ago. The physical activities were popular, such as foot races, throwing contests, wrestling, and hunting. About three millennia ago physical activities became popular mainly because people that time started to think that activities had an influence in development and health. For most people, physical activity meant long and hard days of physical labour and muscular work was essential for the survival for majority of the people. Many wars also tested the fitness levels and performance capacity of the soldiers. (Bouchard, Blair & Haskell 2006, 5)

It is said that the human body is designed for activity. The human organisms can adapt a wide range of physical demands imposed by work and exercise. An adult can easily increase his metabolic rate when exercising and can sustain the rate of energy expenditure for a few minutes. The human body architecture and physiology is a well-organized to perform muscular work over a wide range of metabolic rates.

A low level of physical activity is associated with risks for common diseases, loss of functional capacity and premature death. The early humans could not have survived in life-threatening environments without having adequate motor skills and ability to perform demanding physical work.

Because of the dramatic changes in the lives of people in industrialized countries over the last century, the necessity for most people to engage in challenging physical activity has disappeared. Nowadays intentional physical activity has become an important component of a healthy and active lifestyle. (Bouchard, Blair & Haskell 2006, 6)

2.2 Physical activity today

Globally society's well-being is deteriorating more and more. The more technology and digitalization develop in the society, the more health risks they cause for humans today. There are a few major factors that destroy our bodies in the society today. The inactive lifestyle harms and shrivels the body by not getting enough activities and movement for the body. The causes of inactive and passive lifestyle are for example the increasing de-

mands and hurry in the work life and also, the long periods of sitting and staying in one place during the workdays. The long periods of sitting and being passive during the day have negative effects on the humans' total energy consumption and results in loosen and weak muscles. (Aalto 2012, 17)

Worldwide, 60% of the population is not active enough to achieve health benefits according to World Health Organization (WHO) 2004 research. In the United Kingdom, the physical activity levels are exceptionally low nowadays. Only 21% of the UK's adult population is regularly doing some sport or participating in physical activity. According to the UK's National Travel Survey between 1975-1976 and 1999-2001, the average miles travelled by foot and bike had decreased approximately 26%.

According to United States Department of Health and Human Services there is considerable evidence to indicate that people who are more physically active suffer from reduced morbidity mortality from a wide range of different diseases. Adults who are physically active have 20-30 % reduced risk of premature death and up to 50 % less chance developing chronic diseases. The positive benefits of physical activity are also seen across the lifetime. Both adults and children being physically active can have significant impact upon mental well-being and also improve musculoskeletal health. It is also said that physical activity plays a key role in the prevention of coronary heart disease, type II diabetes and different cancers. (Dudgill, Crone & Murphy 2009, 5)

In the United States the participation levels in leisure time physical activities such as walking, swimming and keeping fit and yoga were reported to increase or remained the same in between 1987-1996. The conclusion is that in the past 20-30 years there has been significant decreasing in physical activity in daily routines and only small increase of activity in leisure time. (Dudgill, Crone & Murphy 2009, 5)

In Finland, the people aged 24-34 have been the most physically passive and stressed people of the population according to studies in 2011. This has led them to various illnesses and poor conditions. According to studies this age group felt their energy levels the lowest of the population. One of the reasons for this was that one third of the Finns practice sports only less than two times per week. Unfortunately, these conditions have affected also to small children. The future does not look any brighter, 70 % of the Finns announced to practice some sort of physical activity only 1-2 times per week. Only to maintain physical health the amount of the activity needed to be more than 1-2 times per week. Over 60 % of the Finns didn't do enough activities to maintaining physical health not to mention improve functional performances.

Finns, 58 % who were practicing sports three times or more per week felt their energy level high, 42 % felt their energy level average, 21 % considered their energy level very high. (Aalto 2012, 65-66)

The latest FINRISKI research in 2007 examined the risk factors of the Finnish people national diseases. The sample was of 10 000 Finnish people.

The research gives data about 25-65-year olds leisure time's physical activity, ways of travelling to work and overall changes in physical activities in 1972-2007.

The research's outcome was that the activities in leisure time has increased but the travelling to work and the physical activity according to working has decreased in the past 30 years. Physically hard work has decreased dramatically till 1990's. But after that the changes have been minor. (Husu, Paronen, Suni & Vasankari. 2011, 31)

According to a Liikennevirasto's research 2010-2011, the Finnish people most common way of travelling to work is by car, which is 75 % of all the methods of travelling to work. Especially the short journeys done by car could easily be replaced by walking or by some other way of using muscles. (Liikennevirasto 2012, 34)

The lack of physical activity and exercising in Finland are estimated to cost 300-400 million euro annual expenses to the government. Over half of the amount is due to sick days and decreasing of productivity at work. The most common reasons for decreasing of productivity are depression disorders and musculoskeletal disorders. The exercising is proven to have positive effects on treatments and prevention of these disorders. (Kunnossa kaiken ikää 2017)

In 2011 over 750 000 Finnish people have taken different kinds of medicines for depression disorders, including sleeping pills. Over 15 % of the Finnish people have suffered from some sorts of mental illness. During 1994-2006 the amount of compensation of depression medicines (women age 18-24) has increased from 10 000 to 60 000 people. The numbers were not that dramatic with boys and men but still it can be said that the growth of the numbers is too high. (Aalto 2012, 26)

The national research of Finnish people activity was made by Suomen Kuntoliikuntaliitto ry, Nuori Suomi ry, Olympic Committee, The City of Helsinki and Suomen Liikunta ja Urheilu during 2009-2010. This latest research was about what the Finnish people (age 19-65-years) do in their leisure time. (Suomen Kuntoliikuntaliitto 2010)

The majority, 55 % (1,8 million people) of the Finnish population is said to do some sort of activity at least four times per week. Less than three million people are active at least two times per week. Walking is the most popular sport for people over 50 years old. Walking is being done almost daily in different pace.

	2001-2002 (%)	2005-2006 (%)	2009-2010 (%)
At least 4 times in a week	46	49	55
2-3 times in a week	38	37	35
Less than 2 times in a week	12	11	8
Never	4	3	2
Cannot say	1	-	-

Figure 1: The frequency of activities for the people age 19-65 (%)

(Suomen Kuntoliikuntaliitto 2010)

The Finnish women are more active than men. According to research, 60 % of the women are doing sports or exercises at least four times per week and 45 % are doing at least five times per week. Only 34 % of the men are active at least five times per week and 49 % are being active at least four times per week. Both women and men are nowadays more active than in 2005-2006, when the previous research was made.

	Women (%)	Men (%)
At least 4 times in week	60	49
2-3 times in a week	32	38
Less than 2 times in a week	7	10
Never	1	4
Cannot say	-	-

Figure 2: The frequency of activities among women and men aged 19-65 (%)

(Suomen Kuntoliikuntaliitto 2010)

According to research men are doing more high intensity sports including muscular and strength training. Men and women have significantly added high intensity training since 2001.

	2001-2002	2005-2006	2009-2010
Easy	25	23	16
Moderate	61	61	62
High	13	16	22
Cannot say	1	1	1

Figure 3: The intensity of the activity (%) (Suomen Kuntoliikuntaliitto 2010)

Finnish people are being active enough to get benefits for health 44 % of the population. Over 1,5 million Finnish people are satisfied for their activity. On the other hand, 1,9 million are not active enough to get any benefits for their health. Over 300 000 people are nowadays more active than four years ago when the previous research was made. (Suomen Kuntoliikuntaliitto 2010)

	2005-2006 (%)	2009-2010 (%)
Enough	36	44
Not enough	64	56

Figure 4: The amount of physical activity compared to health recommendations (%) (Suomen Kuntoliikuntaliitto 2010)

According to the research the gym training has increased dramatically its popularity. Also, running, gymnastics, ice-skating and dancing are nowadays more popular sports than before. In the research the gym training is mentioned the more popular sports for the young people living in the capitol area. More than half of the students are active training at the gym as well as the people working in office.

	Change in persons (+)	%
Gym workout	189.000	+ 36
Running	143.000	+29
Gymnastics	49.000	+10
Skating	32.000	+ 57
Dancing	31.000	+ 37
Golf	19.000	+ 23
Cycling	18.000	+ 2

Figure 5: The biggest population increase in sports (Suomen Kuntoliikuntaliitto 2010)

2.2.1 The global recommendations for physical activity

Globally, according to the United States Department of Health, the public health recommendations for health-related physical activity for adults is to do at least 30 minutes in moderate pace physical activities on five days or more per week. This advice is outlined for general health benefits across a wide range of diseases and it may be achieved by structured sessions of exercise or through physical activity that is integrated into daily life. The 30 minutes can be achieved in one session or through several shorter sessions, 10 minutes or more. The 30 minutes' recommendation is for a healthy adult maintaining health and reducing the risks of chronic diseases. (Dudgill, Crone & Murphy 2009, 10-11)

World Health Organization (WHO) recommendations for physical activity:

“Adults aged 18–64 should do at least 150 minutes of moderate-intensity aerobic physical activity throughout the week or do at least 75 minutes of vigorous-intensity aerobic physical activity throughout the week or an equivalent combination of moderate- and vigorous-intensity activity. Aerobic activity should be performed in bouts of at least 10 minutes' duration. For additional health benefits, adults should increase their moderate-intensity aerobic physical activity to 300 minutes per week, or engage in 150 minutes of vigorous-intensity aerobic physical activity per week, or an equivalent combination of moderate- and vigorous-intensity activity. Muscle-strengthening activities should be done involving major muscle groups on two or more days a week.” (World Health Organization 2017)

2.2.2 National recommendations for physical activity

The Urho Kekkonen Fitness Institute Foundation (UKK) has launched in 2009 the Physical Activity Pie info graphic, which consists a weekly physical activity recommendations for the Finnish people. Physical Activity Pie has updated to meet the recommendations of 2008 United States Department of Health's recommendations. (UKK-Instituutti 2017)

Physical Activity Pie recommendations outline the amount of physical activity which should be done weekly and examples of variations of sports and activities to perform in order to keep in shape.

For adults, age 18-64 who begin to be more active and who just want to be active enough to maintain health is recommended to perform walking at least 2,5 hours per week in moderate pace. Good examples to perform activities are for example biking, walking to

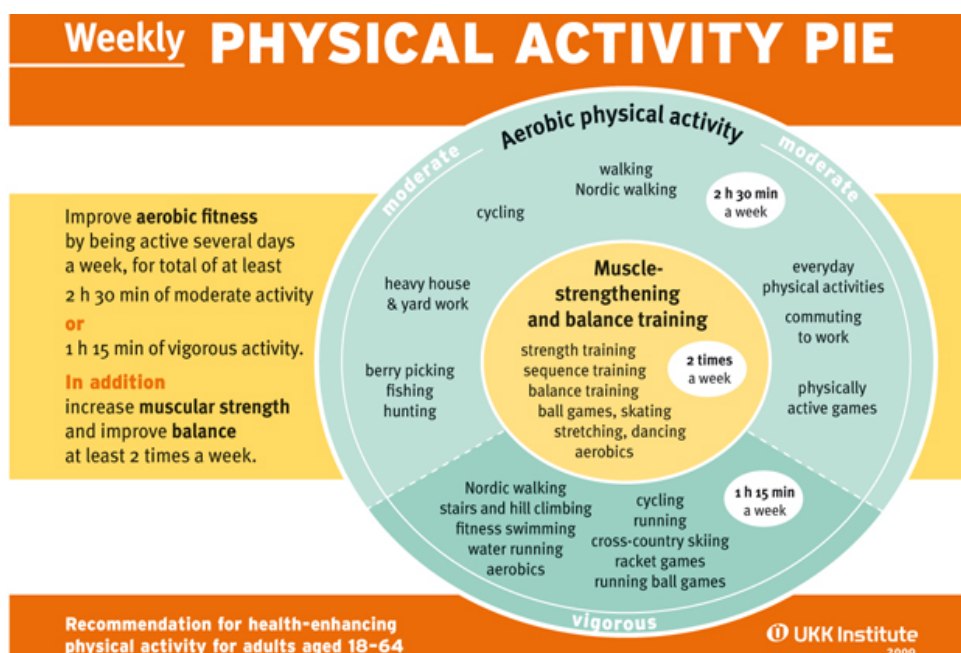
the workplace and back, Nordic walking, doing household chores and gardening. These activities will improve condition for those who are very passive and have a bad condition. (UKK-Instituutti 2017)

Physical Activity Pie's recommendations for those who want to improving physical endurance is to exercise at least 2,5 hours per week in moderate pace or 1h 15 minutes in hard pace. Muscular training and different types of balance trainings are also recommended to do two times per week. It is recommended to strengthen the big muscle groups with 8-10 different movements by 8-12 repetitions of each movement.

Excellent options to strengthen big muscle groups are gym and circuit training. To improve balance and coordination the suitable sports for that are for example different ball games, ice skating and dancing. (UKK-Instituutti 2017)

People who are in good condition and want to improve their condition need 1,15 hours per week harder exercises. The optional sports to perform can be for example climbing the stairs up and down, running, cross country skiing, biking in fast phase, swimming and running in water. Aerobic fitness training and different kinds of fast pace ball games are also excellent choices. (UKK-Instituutti 2017)

Exercising and being active is good to do in three days per week at least 10 minutes at the time. For health reasons, it is good to be active regularly, but sessions, which include household chores and other chores that takes only a couple of minutes at the time are not considered to be improving health. (UKK-Instituutti 2017)



Picture 1: UKK Physical Activity Pie (UKK-Instituutti 2017)

The recommendations of physical activities point out that there should be aerobic and muscular training practiced weekly, which can be stretching or training for balance. According to a National Health study in 2011 study, only 10 % of the Finnish people are said to meet the recommendations. (Kukkonen-Harjula 2016)

3 Personal Training

By defining a personal trainer is fitness professional who uses different kinds of methods of exercises to improve clients' overall physical health. When working as a personal trainer the person needs to be a friend, teacher, motivator, disciplinarian, therapist, equipment rep and wellness consultant. (St. Michael & Formichell 2004, 8)

Most of all personal trainer's work is a service occupation. Personal trainer will help a client to achieve a better and healthier lifestyle and better physical endurance. The personal trainer's work can be done almost everywhere, which makes the job interesting and compelling. (Trainer4You 2017)

Personal training is more than fitness training. It is also a business including marketing, business structures, legal issues, accounting, customer service, certification and more. (St. Michael & Formichelli 2004, 7)

The personal trainer's role includes:

- Perform in-depth evaluations of their client's base fitness levels
- Prescribe exercises appropriate for their clients' level of condition and specific fitness goals
- Show clients how to properly implement the prescribed exercises
- Monitor and record clients' progress, adjusting as necessary to ensure clients to reach their goals in a safe and healthy manner.

(St. Michael & Formichelli 2004, 8)

3.1 History of Personal trainer's profession

There are few names in history that have created a foundation for a modern personal training what it is today. One name can be mentioned when talking about the beginning of the fitness training. In 1936 in the United States Mr. Jack LaLanne (1914-2011) opened one of the first most modern type of gym. The first gym was only the beginning of his career. Lately his business expanded and he opened tens of gyms more.

LaLanne's enthusiasm was great bringing fitness and nutrition to the public's attention. He wrote tens of books concerning fitness, training and nutrition and he even got his own star to the Hollywood Boulevard. He invented several gym equipment, which are still in use today. What is interesting is that Jack LaLanne did not have any academic education for the field. Some of the doctors back in time did not like what LaLanne was teaching and they thought that some of his methods were harmful for the people. (Trainer4You 2017)

In the late 1970's and early 1980's trainers in New York and Los Angeles began to create the foundation of what personal training is today. The interest in fitness and health had grown since then strongly among public. The media coverage of personal training seemed to peak in the early to mid 1980's. Media coverage concentrated in the workouts of the celebrities and wealthy people. During that period the fitness coaches, other than personal trainers used to train high-calibre athletes. The media attention was focused on guru-type of trainers who understood about television and magazine coverage added their credibility whether they were or not. In the USA in year 1977 only 0,84 % (1,7 million) of the population used sport centres for exercising. In 1990, the number was five times higher and 2014 over 20 % of population (60 million) are using sport centres. (Trainer4You 2017)

In the 1990's the consumers were more cautious about training properly probably because of injuries, disillusionment, burnout or poor training results. The wide variety of newspapers, television, magazines and Internet were available to consumers and that is why the consumers started to expect quality from a trainer who calls himself a fitness professional. (Brooks 2004, 4)

3.2 Certification of the profession

Personal training industry has come a long way to become more professional. The personal trainers working in the industry are constantly being evaluated and watched. There is still a lack of professionalism in the field, unfortunately. Most personal trainers do a good job for people but some trainers draw the business down. Many people working in the industry are concerned about the lack of consistent professional guidelines and the sometimes less than adequate competence level exhibited by so-called professional personal trainers. Some leaders in the industry believe that the lack of quality control and consistent standards hinders efforts to further professionalize the field. Bringing consistency to the profession might require a certification or licensing program that has both theory and science with practical application of the information.

Still, after 13 years of planning for common certification approval, anyone working in the industry can call herself a personal trainer. Licensure and government regulation of the profession could possibly ensure that businesses hire staff with documented qualifications. Creating clear guidelines regarding qualifications of exercise staff is an important step in providing more consistent regulation of the personal training industry. (Brooks 2004, 7)

3.3 Personal trainer job description

A personal trainer's role includes designing, implementing and evaluating physical activity programmes for a range of individual clients by collecting and analysing client information to ensure the effectiveness of personal exercise programmes. A personal trainer should also actively encourage potential clients to participate in and adhere to regular physical activity programmes, employing appropriate motivational strategies to achieve this. (EuropeActive 2017)

3.3.1 Training programming in general

Two main forms of training are aerobic endurance training and resistance training.

Aerobic endurance programming involves modes of activity to develop heart and vascular systems. It is important to help the client to perform day-to-day tasks and to increase their aerobic fitness.

Resistance training programmes use weights to develop power, strength and muscular endurance. (Ansell 2008, 9)

Programming forms the basis for training plans and it is central to a personal trainers' daily work. It provides a way of controlling upcoming sessions to make sure that client is making a progress. All programming is based on four principles:

- Reversibility; a physiological system will revert to a pre-trained state if a client stops training
- Specificity; all physical training must be specific to reach the goals of client
- Overload; all physiology requires an overload of the system to adapt
- Progression; all overload needs to be progressive to evoke optimum gains. (Ansell 2008, 9)

3.3.2 Aerobic endurance training program

Aerobic endurance training is essential element of any exercise program. Aerobic training or cardiovascular exercise refers to a training that includes the cardiovascular and respiratory systems including heart, lungs and blood vessels. To plan an aerobic training program, it is essential to exam the client's history of training and his or her goal. Usually the main goal of a client is to lose fat and weight. The goal can also be for example to run a marathon or some other long-distance run. Personal trainer has several components that can be mixed in a variety of ways to produce numerous outcomes. These components are the mode of training, intensity of training, frequency and duration of each session. Personal trainers need to use these components right to make the best training program for

the client. (Coburn & Malek 2012, 390)

There are two types of aerobic training methods: continuous training and interval training. These two methods have been proven to increase cardiovascular capacity and endurance. Continuous training is a method of aerobic training that maintains the elevated heart rate lasting long. This is a good method for beginners and for pro trainers.

Interval training is a method of aerobic training, which includes short and high-intensity bursts of maximal effort. This method is suitable for clients who are in good condition and want to increase the maximal oxygen consumption capacity, for those who want to train to a certain competition and for those who can't sustain moderate cardiovascular activity for long periods of time. (St.Michael & Formichelli 2004, 204)

3.3.3 Resistance training program

When programming resistance training, it is important to think about the big picture of training including all kinds of cardiovascular training. When personal trainer starts to practise resistance training with a client, one of the most important things are the overall evaluation of the client's health, medical history, experience and capability of resistance training. Based on these facts it is possible to develop a training program which is realistic to the client's goals and capability. To achieve progression, it is useful to use periodization when planning a training program. It ensures variation in training and progression is used to minimize overtraining while maximizing improvements in targeted training outcomes. (Coburn & Malek 2012, 348)

The resistance training program include elements such as:

- Initial consultation and fitness evaluation of the client
- Determination of training frequency
- Exercise selection
- Arrangement of exercises (exercise order)
- Training load: resistance and repetitions
- Training volume: repetitions and sets
- Rest periods
- Training variation
- Sequencing the training plan
- Progression

(Coburn & Malek 2012, 349)

3.3.4 Adaptations to physiology

Physiology is a branch of science that is concerned with the functions of the human body. The personal trainers need to know how to manipulate energy systems using duration and intensity to bring out the changes and to build long-lasting adaptations. (Ansell 2008, 9)

3.3.5 Nutrition

Nutrition is the intake of food and it is in a relation to the body's dietary needs. Well-balanced diet in a combination with regularly performed physical activity are main things for a good health. (World Health Organization 2017)

Nutrition and physical activity should be dealt together. Personal trainers can enhance their overall effectiveness by maintaining a core knowledge of nutrition and by individualizing their nutrition advice. Nutrition assessment and recommendations need to match the needs and goals of the client. Personal trainers might need to refer a dietician because the client's needs could be outside the trainers' expertise or practice. Personal trainers job is to separate misinformation and facts and give general advice related to nutrition for physical performance, disease prevention, weight loss and weight gain. (Goburn & Malek 2012, 107)

3.3.6 Motivation

The motivation is based on motives. Motives are a combination of needs, desire, drive, rewards and punishments. Motives are goal oriented and they can be either recognizable or unrecognizable. Motivation is a state caused by motives. Motivation can be said to be a state of an individual, which determines how the person acts and where the interests are focused on. The motivation can be separated in intrinsic or extrinsic motivation. They vary from each other by where the motives and rewards are focused on. The source of an intrinsic motivation is born internally. Individual acts by his or her own will without expecting any rewards or sanctions and the individual feels happy and content about the actions. Usually intrinsic motivation lasts longer and it is a permanent base for motivation. Therefore, the intrinsic motivation is better than outer motivation. (Suomen terveystieteiden tutkimuskeskus 2017)

The extrinsic motivation is depending from environment and the motivation is being determined something else than an individual itself. An individual doesn't get any enjoyment from his or her actions, which are not based on individual's motivations. The action is

based on among other things receiving rewards, for example to get good grades. The rewards earned by outer motivation are usually very short term.

(Suomen terveystieteiden tutkimuskeskus 2017)

The personal trainers need always take in consideration the client's motivation. If the client is not motivated, he will not keep up exercising or continuing to work with a personal trainer. Usually the training programme is designed to involve intrinsic and extrinsic motivations. Extrinsic motivation can be used by the personal trainer to set alternative goals that may work as well as intrinsic motivation if chosen carefully.

The personal trainer's role varies from client to client and the trainer's persona and manners needs to adjust to the client. (Ansell 2008, 74)

3.3.7 Session planning and recording

Each training session with a client needs to be properly planned based on the client's goals. The planning and recording can be viewed as a cyclical process:

- A personal trainer plans a session based on the goals
- Administer the session
- Record the session
- Evaluate the session and then
- Review the programme and plan the next session. (Ansell 2008, 45)

3.3.8 Exercise library

Professional personal trainers should be able to train clients' muscle groups with all kinds of equipment. A trainer needs to be flexible and creative when planning a training sessions. The training sessions can be at the gym or in a home environment. A personal trainer's must have numbers of exercises in their heads for all the muscle groups.

(Ansell 2008, 85)

3.3.9 Fitness testing

In a proper physical fitness program, the client is tested before, during and after. By testing, client's status can be observed and further adjustments to training program can be prepared. Steps for basic fitness testing are:

- Define current fitness level
- Identify training needs
- Select training regiments
- Evaluate the client's progress

- Evaluate the success of the fitness program
- Motivate clients.

(Brooks 2004, 31)

Fitness test data will improve the client's training experience and the sense of personal guidance is strengthened. Fitness testing must be in scientific nature and testing should be made as accurate as possible. This requires correct administration of tests related to the client's individual needs. (Ansell 2008, 9)

3.4 Trainer4You Group presentation

Trainer4You Group is a premier health, fitness and wellness follow-up education provider in Finland. The company was established by Riku Aalto in 2004 and since then the group has educated thousands of personal trainers and wellness experts.

The group operates nationwide and it is also aggressively expanding the business to Europe. Trainer4You Group consists of EuropeActive certified education business, Revolution offering personal training services for consumers and Fitra Oy, a sport literature publisher.

Trainer4You Revolution was established in 2014 in co-operation with LL International. The Revolution is a concept that is only for graduated personal trainers who meet the EuropeActive standards and for fitness centres. The Revolution concept is being used in Finnish Lady Line and EasyFit fitness centres.

Revolution offers to personal trainers:

- Sales and business education
- Facilities to do personal training, equipment, work gear and office space
- Ready customer base
- Support for marketing
- Support for administrative work

Fitra Oy was found in 2005 and it is one of the leading publisher of sport and wellness literature in Finland. The company publishes articles and books about sport, nutrition, training and wellbeing. (Trainer4You 2017)

3.4.1 EuropeActive

EuropeActive is a roof organization representing the whole of the European health and fitness sector and supervises the quality of fitness and wellness training courses as well as takes part in legislative decision-making. (EuropeActive 2017)

In year 2014, there were estimated 48 000 gyms and fitness centres in Europe. Those centres gave employment for approximately 250 000 exercise professionals and served over 50 million members. The revenue of the fitness and exercise business was estimated to be 26,8 billion euros in 2014. (EuropeActive 2017)

Since 2005, EuropeActive has launched standards for learning in personal training education, which have been updated in 2011 to meet the European frame of reference. The standards are made to guarantee high quality education and learning. Also, the standards to make it easier to do the job in all over the world and makes the whole fitness branch to grow and be successful. The standards are a guarantee for the clients of professionalism and trustworthy. Over all these standards are key for the personal trainers to make even better living and be successful in their job. Concerning the lack of official classification of personal trainers' profession, EuropeActive has formed EREPS (European Register of Exercise Professionals) aiming to at least some level make personal trainer services more standardized. Never the less, still anyone can claim to be professional personal trainer. (Trainer4You 2017)

Trainer4You Personal trainer course is based on the training standards set by EuropeActive and network of professionals on the field. Trainer4You has been a member of EuropeActive since 2013. Since then 1536 personal trainers have been graduated from Trainer4You. (Trainer4You 2017)

3.5 Personal Trainers' education in Finland

Continuing education is a must for all in the personal trainers' profession. Participation in formal education and courses, workshops, conferences and other educational events are important for maintaining the knowhow. (Brooks 2004, 9)

Non-formal education as a concept is prescribed as an education or training that is not part of the regular education system (Statistics Finland, concepts stat.fi). Non-formal education is driven by people's own interest to develop their skills and may be collected in hobbies, education centres, private training centres etc. As the non-formal education is not government driven, also the training fees vary from nothing to high levels.

Personal trainer courses are part of the non-formal education as they are not regulated or certificated education by the society. The applicants are not tested nor required to present any previous experience on fitness or training sector and the previous work experience varies just as the physical age. Non-formal education is different compared to tax payer subsidized studies. Only a few people will get any subvention on course fee and the companies will teach basically anyone willing to pay the fee. For example, The Education Fund gives adult education allowance only for studies that are under public supervision. (Koulutusrahasto 2017)

In recent years, the ways people study, learn and develop their skills have been changing rapidly. The government has been concentrating on public sectors development and cost effectiveness and at the same time there has been huge increase by chargeable education outside the traditional institutions.

According to Saara Koskinen's research Education of personal trainers in Finland (2014), there are 25 education providers in Finland. These were sports academies, commercial personal trainer educators, folk high schools, massage schools and one University of applied sciences. (Figure 6.)

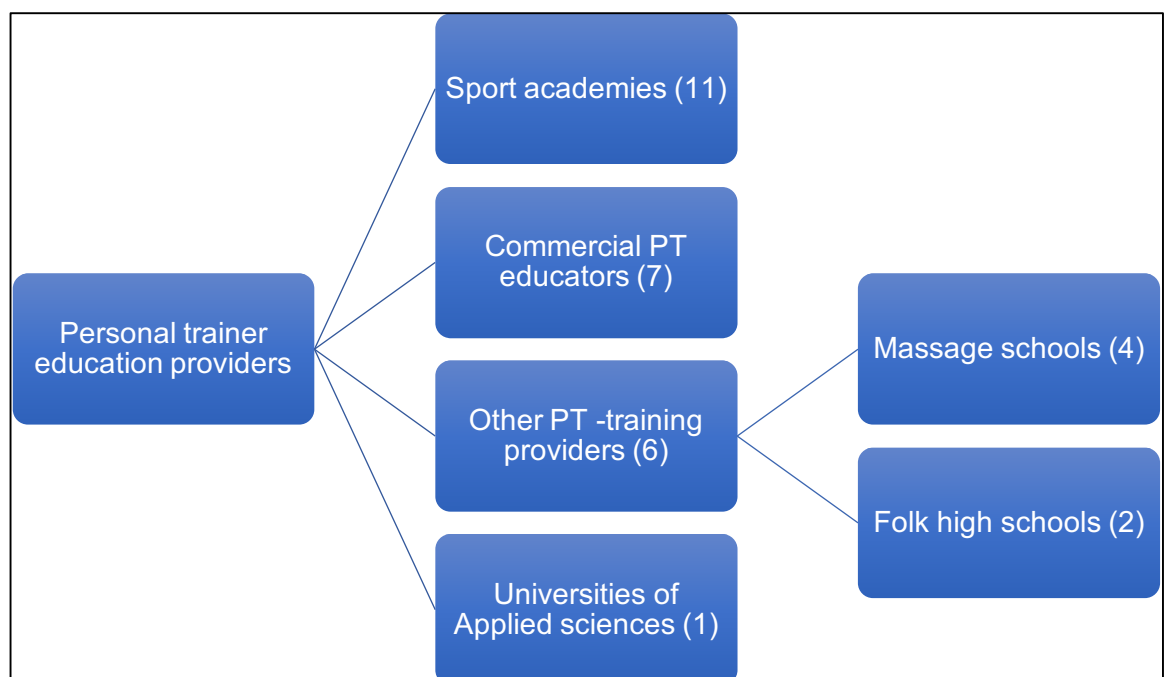


Figure 6. Personal trainer education providers in Finland (Koskinen 2014, 59)

The sports academies organize the education as a part of Bachelor of Sports degree. The personal trainer studies are optional studies and they can be accomplished in student's own schedule. The studies can be performed in Universities of Applied sciences of Rovaniemi, Pajulahti, Varala, Kisakeskus and Tanhuvaara. (Koskinen 2014, 59)

The commercial education providers are for example Fitness Academy of Finland (FAF), Trainer4You, TrainerLab, PT Coaching Academy (PTAC), Fitfarm, Tsempparit, International Kettlebell and strength Training Academy (IKSA), Trainer Sport Academy Finland (TSAF), Personal Coaching Academy (PCA), Personal Training Federation (PTF) and Trademark/DS International. FAF, IKSA, Trainer4You, TrainerLab and PTCA provide also other fitness and exercise education courses. FAF, Trainer4You and TrainerLab offer their education for people who do not have any previous education or knowledge about fitness. Their content of education is much wider than the competitors in the market. (Koskinen 2014, 59)

The extent of the education varies quite much. The extent is announced either in a period of studies, hours or course credits. The commercial educators announce the hours of study modules are from 64 hours to 243 hours. Usually the study modules are organized around weekends so that the studies are easy to participate while working full time. All the education providers include almost the same content in their studies. The content includes practise with a client, reports of training and analysis, anatomy, physiology, planning and instructing fitness programmes, nutrition guiding, mental coaching and studies of the personal trainers' business models. (Koskinen 2014, 59)

In 2013, there were 1250 graduated personal trainers in Finland. There are no statistics about the amount of graduation in the previous years. The trend is looking like the amount of graduated personal trainers will increase in the coming years. The education providers have been increasing the capacity of the intake of the students and they add all the time new kinds of studies concerning personal training. (Koskinen 2014, 60)

There are lots of new methods and ways of performing personal training nowadays and the gym is not the only option for the training. The total wellbeing and mental training is strongly becoming a trend along the physical training. The new versatile way of practicing personal training is opening many new jobs to the field. (Koskinen 2014, 60-61)

3.6 Trainer4You Personal trainer course content

Trainer4You personal trainer course is a combination of contact studies and independent studies. The total of nine-weekend course includes contact studies, homework between the studies, a personal trainer study case with a customer and an exam after the studies. To receive a personal trainer diploma, it is obligatory to carry out first a two days' basic course of training and nutrition and a five days long gym instructor course. After these

studies, it is possible to finalize the personal trainer studies. Each contact study session includes several topics including lectures and working in groups or individually. The lecturers are different in each session and they all are well-experienced professionals in the field. The topics of the course are versatile and they are different in each session. (Trainer4You 2017)

Session	Index	Duration
1	The personal training as a profession Human anatomy	16 h
2	Aerobic endurance training Heart and vessel systems Training period planning Heart rate analysing Fitness testing	16 h
3	Influences of training to a body Recovery of training Personal trainer's communication Psychical training	16 h
4	Nutrition Special diets Weight management Losing weight Nutrition diary	16 h
5	Creating a personal trainer product Productising of a personal trainer's product Sales Marketing	16 h
TOTAL		80 h

Figure 7. Trainer4You course content (Trainer4You 2017)

3.7 The market of Personal Trainers

The Finnish people are very excited about fitness and training these days. The year 2012 was a great success to fitness centres and the business grew massively. The growth of an average sport centre's revenue was over 10 %. The most popular fitness centre Elixia Finland's revenue increased over 20 % to 30 million euros.

Second biggest fitness centre in Finland is the FD Group's Forever centres. Their revenue was increased 33 % to 11,7 million euros. The FD Group's CEO Olli Poutiainen said that the number of customers has increased considerably in the last three years. Their personal training services revenue has increased hundreds of percents. Poutiainen also said that 20 % of the company's total revenue comes from the personal training services. That is because customers nowadays want to have good results and achieving their goals in training. (Turunen 2013)

Wellness business offers a lot of possibilities to work in the future. The most popular wellness services are about weight controlling, because over 60 % of the working age people are overweight. Nutrition guidance and coaching are expected to increase in the future. People are aware of the illnesses and premature deaths caused for not training with the right methods. Therefore, training programming has a high demand.

Over all the fitness and wellness field need new innovations, services and building new networks. (Aalto 2012, 67-68) Already in year 2004 the possibilities for personal trainers were limitless for those who have visions, foresight, and who are qualified to remain on the cutting edge of this growing profession. (Brooks 2004, 6)

Anne Ketola, a country manager of SATS Elixia said in *Ekonomi* magazine that personal trainer services have been an interest of old and new clients for a long time. SATS Elixia is an employer for 200 personal trainers, which brings to the company 10 % of the total company's revenue. The annual growth of the revenue has been 25-30 %.

The popularity of personal trainers' service is based on the people's need to get in shape fast and effectively. There are a lot of middle-aged people working out at the gym without knowledge how to train properly. They also want to learn more about nutrition and how to eat right to get a better physical condition with a right a training method.

Over all the clients want assistance with basic matters such as planning the fitness program and guidance with nutrition and weight management. (Manninen 2014)

In year 2014, annual number of graduated personal trainers was about 600-800. Approximately 3000 personal trainers work full- or part time. The demand of the personal trainers is increasing all the time. The more personal the personal trainer service is the more popular it is. These days there are not enough professional and educated personal trainers at the market. This is the most restrained matter now for serving personal training services. (De Fresnes & Savikko 2014)

4 Personal trainers working models

4.1 Employee

According to Tilastokeskus, an “employee is a person who works in paid employment for a pay or fee”. Definition can be observed further from legal aspects for rights and for example taxation purposes. For official statistics and surveys employees are defined also with age scale between 18 and 74 years. Some people work at the same time as an employee and might run a small company. In labour force research, to completely fulfil an employee status, taxable wage income is also observed and must be higher than earnings from different entrepreneurship. (Tilastokeskus 2017)

4.2 Self-employment

Statistics Finland has published research concerning self-employment in Finland. Self-employment by official definition includes four different subcategories:

- Individual entrepreneurship. Person who work alone without employees, but may have stakeholders.
- Person practising profession with business name. Without predetermined work place or hired employees.
- Freelancers, who combine different working models and taxation procedures. Some work as an employee, some as an individual entrepreneurship or via company. Usually they have several different employers.
- Scholarship, mainly regarding science or art studies and work

(Pärnänen & Sutela 2014, 7)

The increasing amount of self-employed has been a noticeably trend in the market since the beginning of the century. The amount has increased by 37 000 persons since then. In year 2015, there were 157 000 self-employed persons in Finland. (Pärnänen 2016)

4.2.1. Freelancer

A freelancer is a person who does temporary works for one or several other work offerors at the same time. A freelancer can be an entrepreneur, an employee or he or she can earn compensation from work without being in an employment relationship. Common facts about practicing all kinds of freelancer work are the temporary way of working and the choice to work freely and independently. Freelancer work enables the employer flexibility: work performances can be purchased from freelancer according to the needs without being committed to regular payments of salaries.

A Freelancer must count accurately all the expenses of the work and add them in to the wage payed by the employee. If a freelancer doesn't have enough knowledge about business and all the expenses involving the business it can easily lead to a point where freelancer underestimates his or her contribution. This will lead in to unhealthy markets. The contribution of work is being sold too cheap and the necessary income is not being earned. (Akavan erityisalat 2017)

4.3 Entrepreneurship

An entrepreneur is someone who creates a new opportunity in the world of business and gathers the resources necessary to successfully exploit that opportunity, meaning money, people and organization. (Allen 2001, 9)

An entrepreneurial business can be spotted by the way it shakes up the market and changes the way things are done. Entrepreneurs usually improvements on things the people are familiar with. Entrepreneurs often carve out little market niches at firsts with a relatively small number of customers. They start their business with limited resources and differentiate their business through their personal efforts. Entrepreneurs are often people who do extraordinary things who have passion and persistence for what they do. (Allen 2001, 10)

Entrepreneurship is more than creating of business. The characteristics for entrepreneurship are seeking opportunities, taking risks beyond security, having the tenacity to push an idea through the reality and combine it to a special perspective that permeates entrepreneurs. (Kuratko & Hodgetts 2001, 4)

Even though entrepreneurship could be mean many different size companies, in Finland over 50 % of all entrepreneurs consists of freelancers, persons practising profession with business name or individual entrepreneurs (Pärnänen & Sutela 2014, 10)

4.4 Working time models

Normal working hours (35-40 hours) per week seems to be the most common way for working for Finnish people. It looks like the people working in the management positions are working long weekly hours and the people working as employee positions are working shorter hours. The changes in the labour markets and expansion of the service sector have result in changes in the work time models.

The uncertainty of the labour has been growing since 1990's after the economic depression in Finland. The uncertainty of the labour has been a crucial change in the Finnish working life. The note of the uncertainty of the labour is the increasing amount of work which are unusual types of working. In these types of work, often the terms of work and wage are insecure. (Tilastokeskus 2009, 10)

Part-time work is a work, which is being done less than full-time work mentioned in legislation concerning labour. Usually the part-time work is determined to be less than 30 hours per week or 75 % of the normal work time. In the contract of employment, the hours of the part-time work can be settled separately. (Akava 2017)

According to studies by Statistics Finland part-time workers number has increased 1,3% between 2000-2013, single biggest change regarding working models and working time models. (Pärnänen & Sutela, 2014, 9)

5 Aim of the study

Personal trainer education in Finland is very versatile and commonly non-standardized. The role of the government is minimal as the profession and the content of the education relies solely on the privately-owned companies. Nationally the government tries to regulate the content of official studies, for example in universities and colleges, and the number of students on different fields. This way the government tries to keep sufficient number of employees on different fields and regulate unemployment rates. Commercial education providers on non-standardized fields are free of these regulations. On official studies, the students compete to get the right to study, on commercial field the companies compete of students. Could it mean at the end that companies teach too many personal trainers as there is no regulation?

The aim of the study was to examine the employment and working models of the Trainer4You graduated personal trainers in years 2013-2016. This was very interesting topic to the author, because she is also a graduated personal trainer from January 2017. The author wanted to examine how the given education meets the demands of the field and will the graduated personal trainers find the job and how the employment status is estimated to change in the future. These findings could be used for further development of personal trainer courses or even to establish new businesses.

The study questions are:

- What is the satisfaction level to personal trainer course and does the given training meet professional needs in practice?
- What is the employment status among those who work as a personal trainer?
- What is the amount of weekly working hours of a personal trainer?
- How the current employment status is estimated to develop in near future?
- How to develop Trainer4You personal trainer course in the future?

6 Methods

When planning a research, two different approaches may be chosen, qualitative or quantitative method. Both methods have their unique characteristics, but often these methods are combined or mixed in some point of the research. (Creswell 2005, 38-39)

Qualitative research has been used long time in science and quantitative research was given more importance since 1950's as computers and calculation could handle more parameters and faster. (Kananen 2008, 118)

This research combined both quantitative and qualitative questions. This method is called triangulation. Triangulation method combines different study methods and is used to give better understanding of specific questions or phenomenon. By using triangulation, the research could aim for better validity and reliability. (Kananen 2008, 118-120) Triangulation is also a possibility after the research has already started as a quantitative or qualitative research as new questions might rise during the study. (Davis 2007, 243)

In this research, the triangulation method was used by means of asking first question with a numeric value and followed by open question where deeper understanding could be achieved.

6.1 Quantitative research

Quantitative research is defined as a study that collects numeric data and analyses it using statistics, without subjective manner (Creswell 2005, 38-39) Often the thin difference between two methods, quantitative and qualitative is explained rather what the other is not than what it is. Quantitative is not about feeling scales and subjective observation. (Eskola & Suoranta 2001, 13-14)

6.2 Qualitative research

A qualitative research means any study that tries to identify reasons and answers without using statistic methods. By using qualitative methods, the aim is to give answers as thoughts, trends and as an understanding rather than in numbers. In a qualitative research the interest is on people's opinions as they give the answers as meanings, feelings and how they see the real world. (Kananen 2008, 24)

6.3 Participant observation

Participant observation is one of the ways to increase validity in qualitative research. Participant observation has been widely used in ethnographic studies where the researchers take part to activities they are studying in real environment. By participating, the research-

er can build better understanding of the case, see the first-hand feelings and at the same time build questionnaire or ideas for further studies. (Kawulich, 2005) This participating can be done for example by living among tribes observing cultural habits, joining special groups as a member or in this research, participating to personal trainer course.

The author was also a participant in the Trainer4You personal trainer course in 2016-2017. The education provider was selected because a recommendation of a friend, a good location, excellent websites, efficient and friendly way of communicating with a customer.

The course gave a lot of knowledge of different aspects of personal training but unfortunately not enough to be a professional in each aspect. The focus of the whole education was mainly on different muscular training methods and gym training. Even though there were many topics handled for example training methods, fitness testing, nutrition, communications, marketing and sales. In the weekend session from Friday to Saturday there was not enough time to go through all topics profoundly. There was too much knowledge to handle during two days.

Each session of the course included lecturers with several topics. There was also group working in each session and it was very educational in many ways. All students had different kind of background about sports and training and it was interesting to hear other students' thoughts and opinions about different aspects of training. The group working was also a great way to get to know the fellow students better and a way to establish new connections.

In the final sessions of the gym and personal training there were exams about instructing a client at the gym. The instruction was felt stressful for most of the students.

The atmosphere at the sessions was very friendly and open. The students were encouraged to be critical about the topics and there were a lot of good conversations during the lectures.

6.4 Study design

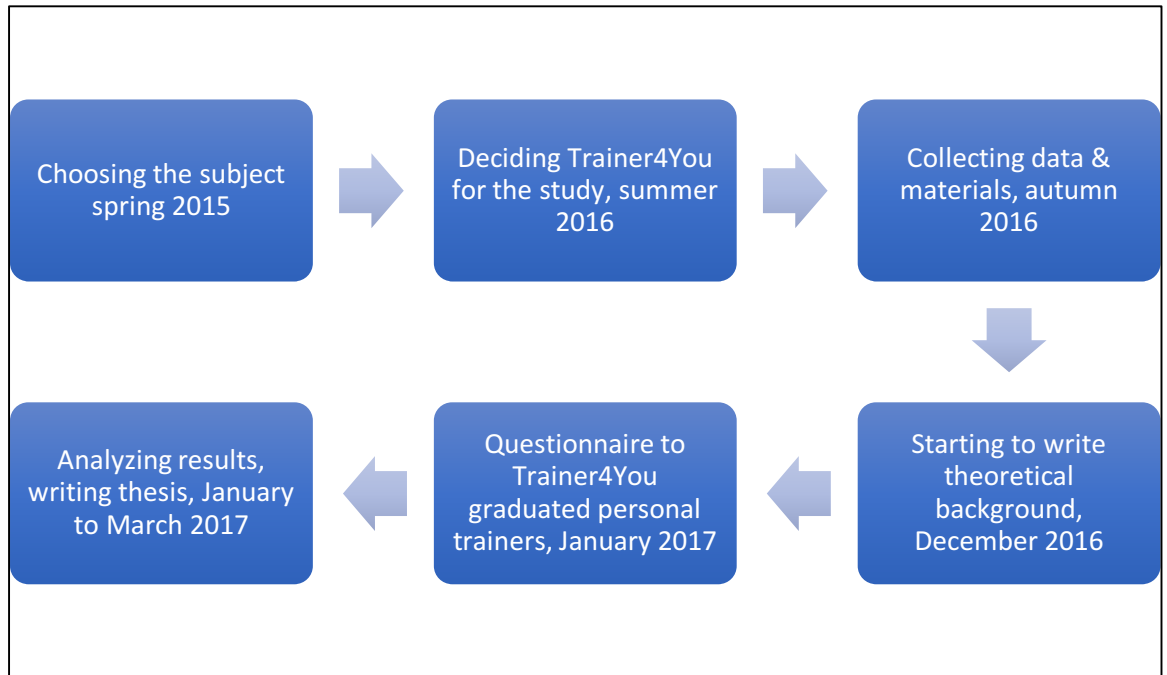


Figure 8: Study design

6.5 Target group

The target group of the study was the graduated Trainer4You personal trainers 2013-2016. The target group was selected because the author also participated in Trainer4You personal trainer course in 2016-2017 and was also familiar with the content of the course. It was also interesting to know what the other participants thought about the course and how they practice the profession after graduation. Even though Trainer4You started to educate trainers in year 2004, they have been gathering a proper record of graduated trainers with contacts from year 2013 on.

6.6 The questionnaire

To collect the data the questionnaire was prepared using Webropol 3.0. software. The invitation to participate the study was sent by email using Trainer4You database of participants. The questionnaire was open 15.1.-1.2.2017 and after that the results were analysed using software's options.

The questionnaire reached 125 hits and 85 people answered in total. The subjects on this study were from wide selection of graduation years and from different locations around Finland. Internet based questionnaire was chosen as the most efficient way to reach subjects and to handle answers. Questionnaire (Appendix 1) had 18 questions and had an option not to answer every question.

The questionnaire was designed to give answers at the same time for Trainer4You for customer satisfaction evaluation and had specific questions regarding employment after graduation. The questionnaire was divided into sections with both open ended and closed questions. Closed questions, where participants use pre-set response options were chosen for majority of the questions as they are more easily to organize and handle.

(Creswell 2005, 589)

Open-ended questions, being on the other hand more demanding to analyse, might give ideas outside the box and might give valuable feedback for further development. The open-ended questions mean that participant provides own responses to questions. (Creswell 2005, 595)

6.7 Statistics

The invitation to participate on the questionnaire was sent to those students that have been participated to Trainer4You personal trainer courses between years 2010-2017. Analyses for further studies were limited to graduated personal trainers between years 2013-2016. The reason for limiting the graduation time since 2013 is because Trainer4You has a numeric record of the graduated personal trainers only since then, when it became a member of EuropeActive. (Figure 9)

Graduation year	Responses	Female	Male	Gender not given	Graduated total
2016	22	18	4	-	414
2015	18	12	6	-	361
2014	16	12	4	-	517
2013	5	2	2	1	244
Total	61	44	16	1	1536

Figure 9. The statistics of the graduated personal trainers in 2013-2016

The background section of the questionnaire draw a picture of female personal trainer (over 73% answerers), who is aged between 25-44 years old. (Figures 9 & 10)

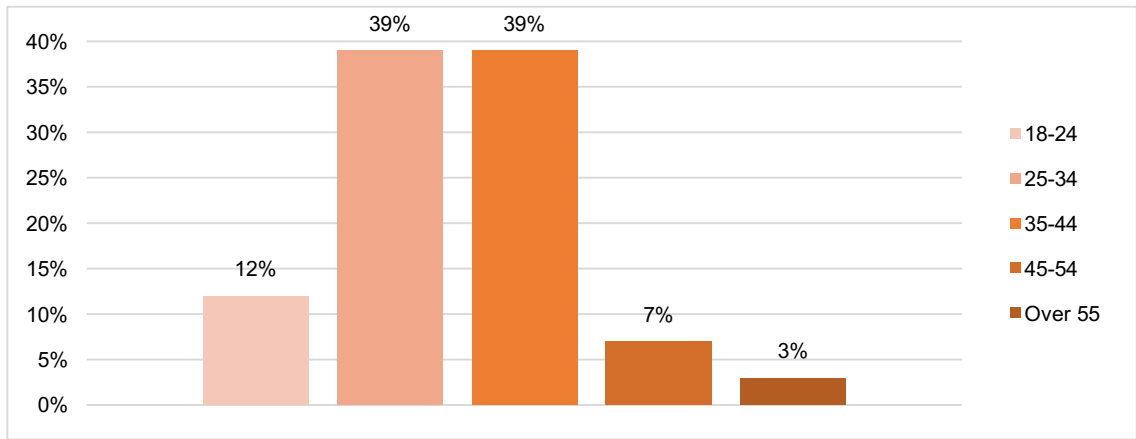


Figure 10: The age of the graduated personal trainers N=60

Answers were also divided per main working area (Figure 11). Personal trainer courses have been organized mainly in southern and central Finland but that is only one side. As the course is organized mainly one part a month, the course gives good possibility to participate from different geographic origins. The population in Finland is concentrated below central Finland and so the markets for customers is naturally denser in those areas. This is visible also from the results.

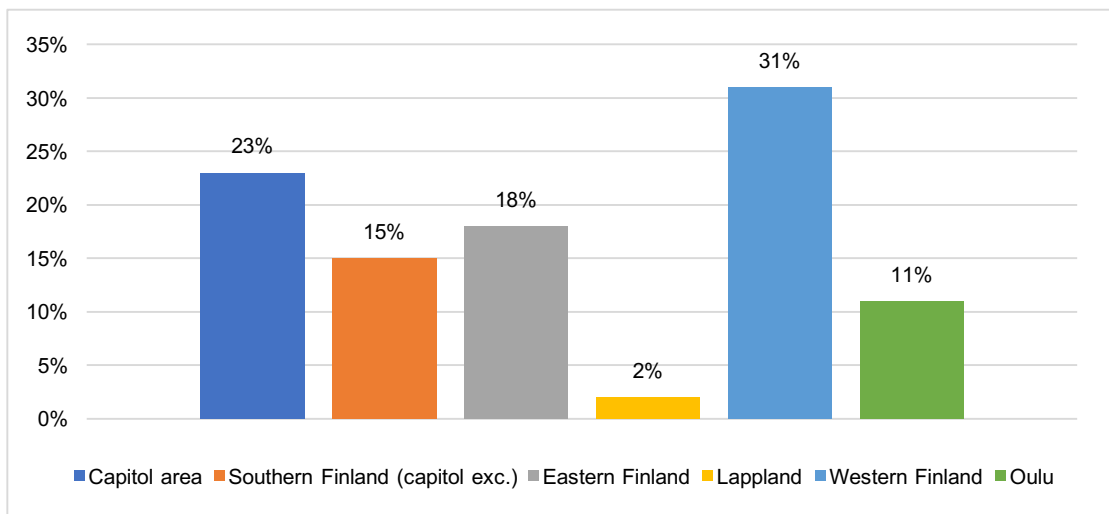


Figure 11: The working area of the personal trainers N=61

The main reasons to choose Trainer4You personal trainer course were asked as an open question. Many appreciated wide range of locations and information available from company's website. (Figure 12)

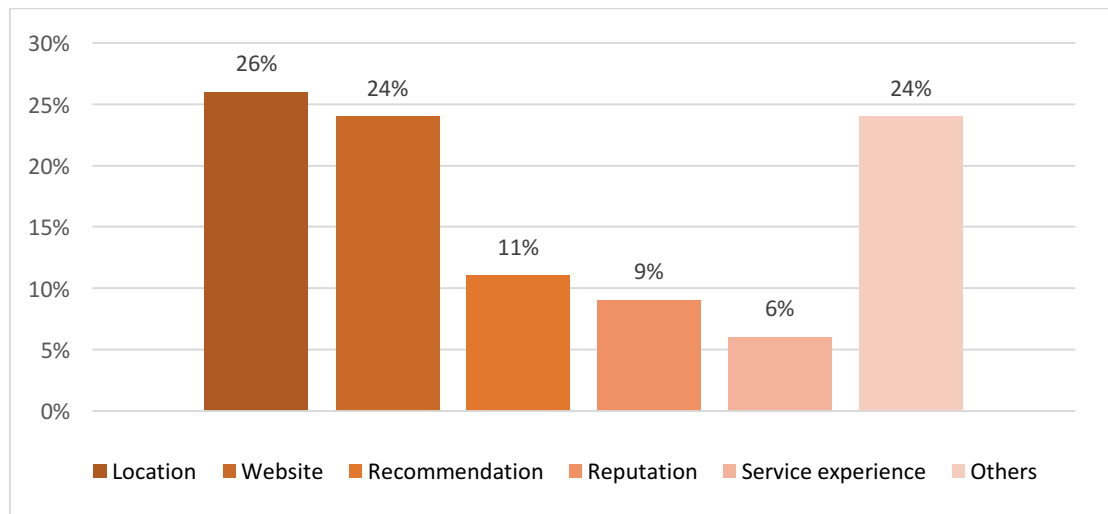


Figure 12: Main reasons to choose Trainer4You course N=61

7 Results

7.1 A customer satisfaction on personal trainer course

The questionnaire measured satisfaction by rating scale questions. For analysing purposes, the original results in this section were narrowed to those who work as personal trainers at the moment. The original population divided in three groups can be seen on figure 13. Those who work now formed majority of answers, 79 % (N=48), and rest of the answers combined 21% (N=13). (Figure 13).

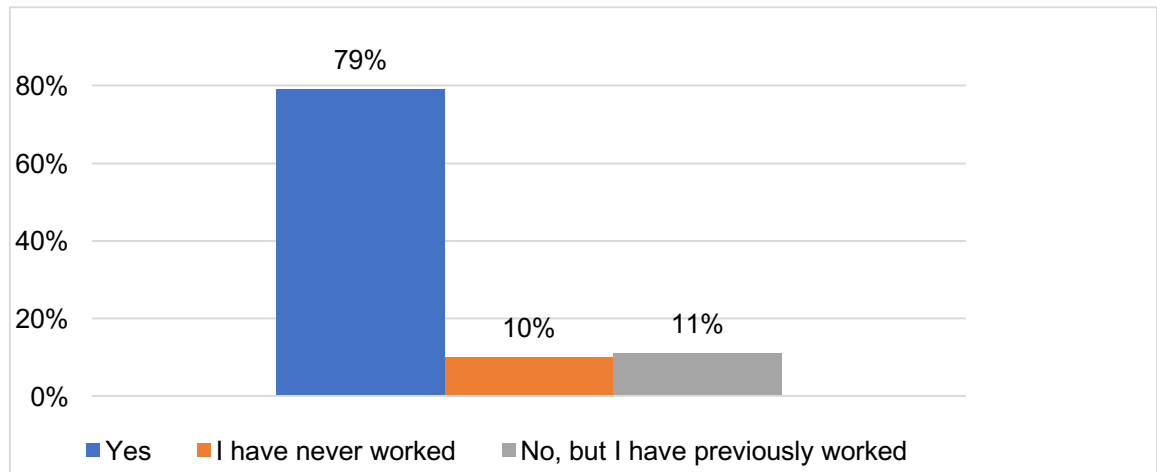


Figure 13: "Are you working as a personal trainer now?" N=61

The overall customer satisfaction on personal trainer course content was widely divided (Figure 14). Whole rating scale was used and answers concentrated to both ends. Mean value 3,15 shows that as a group graduated personal trainers were not satisfied to given education. It is interesting to notice that those who were giving positive feedback were pushed down by 31% of strongly dissatisfied values.

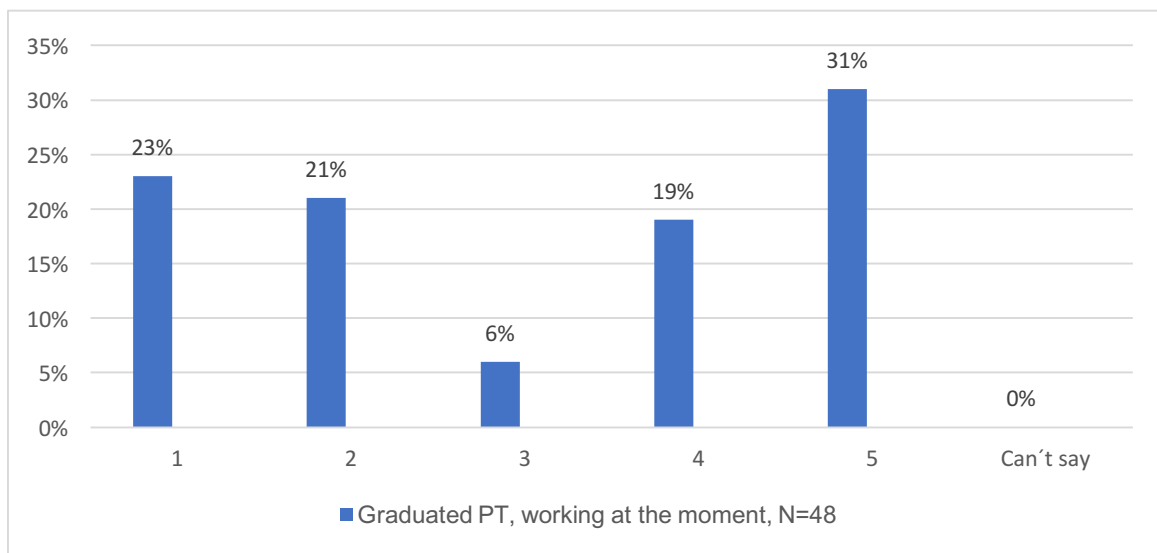


Figure 14: The customer satisfaction. (1=strongly agree, 2=agree, 3=neutral, 4=disagree, 5=strongly disagree, Can't say)

The second question was about received general understanding or knowledge of personal trainer's profession after the course. As the first question showed widely used scale, the same effect appeared on this question as well. Mean value was exactly the same as in question 1 (3,15). (Figure 15)

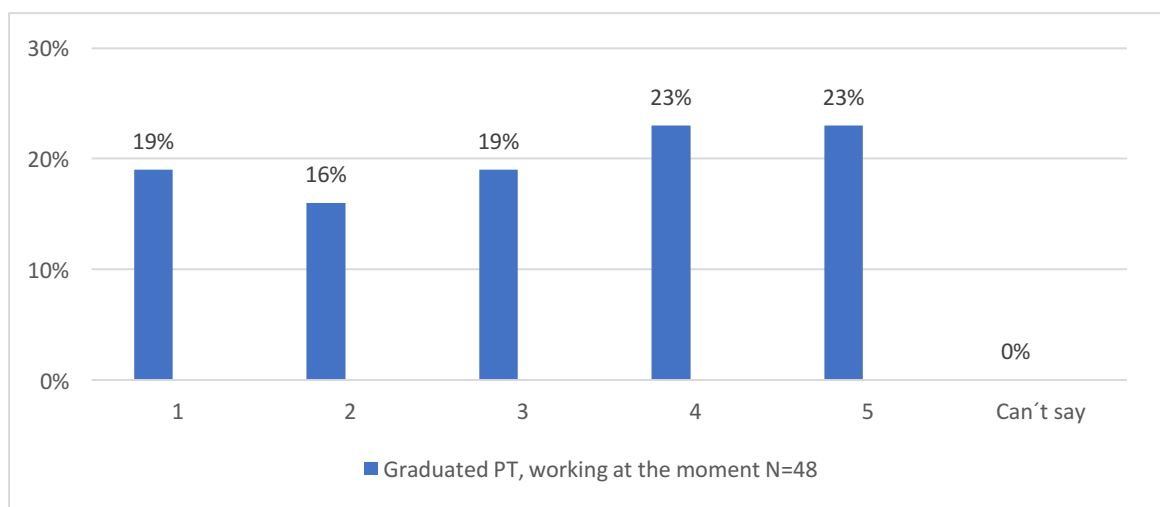


Figure 15: "The course gave me a good knowledge of personal trainer's profession" (1=strongly agree, 2=agree, 3=neutral, 4=disagree, 5=strongly disagree, Can't say)

These first two questions are naturally related to expectations before participating the course. The second part of this section was about working as personal trainer and whether the studies meet the needs in practice. The professional demands in practice (Figure 16) has been tested in real life and those values are useful to evaluate the course. Mean value was 3,13.

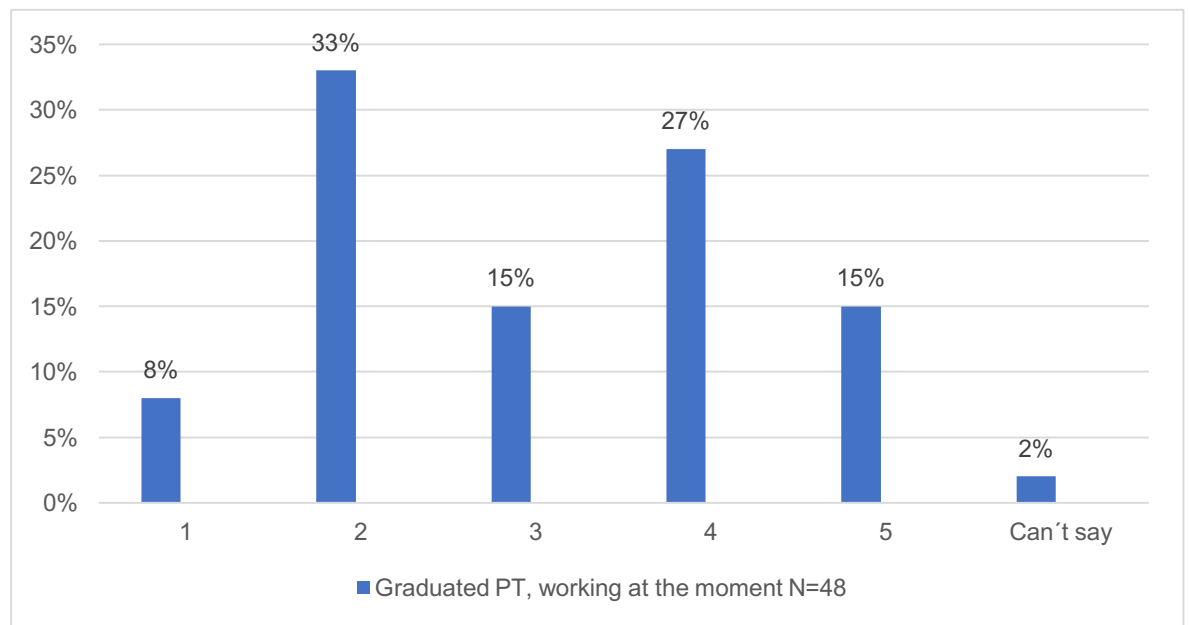


Figure 16: “The course meets professional demands in practise” (1=strongly agree, 2=agree, 3=neutral, 4=disagree, 5=strongly disagree, Can’t say)

According to results, graduated personal trainers strongly need further education after the personal trainer course (Figure 17). This result is in line with previous answers in this study. From all sections answers it is obvious that personal trainers are after graduation insecure as they are just in the beginning of the new career. Personal trainer course, as many other studies as well, give the basic level of understanding for profession. Further needs of education depends on individuals and the challenges met with different customers.

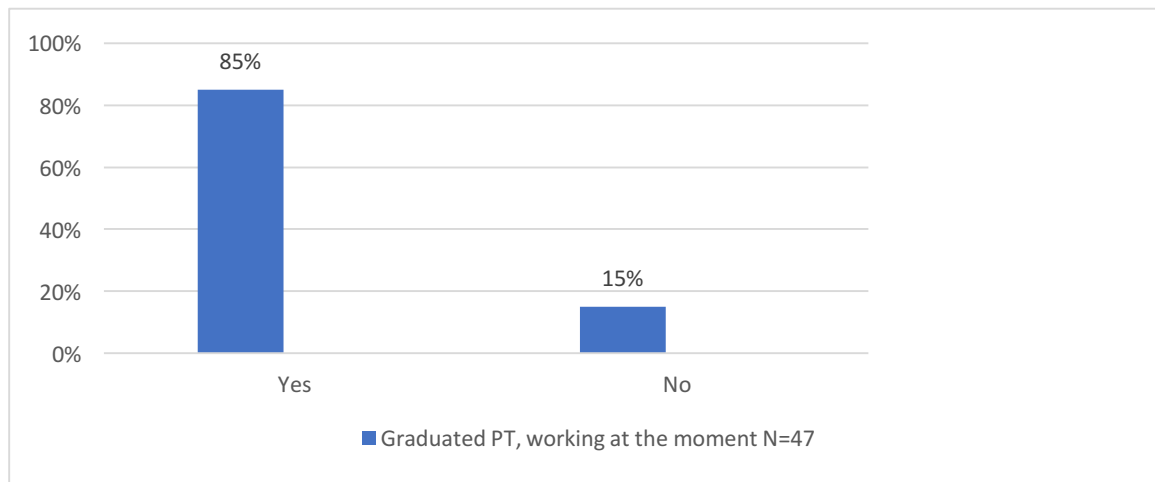


Figure 17: Need for further education

7.2 Employment after graduation

The employment status and models were further studied among those who reported to work as a personal trainer currently. In this group, 48 answers were given. Results were separated for analysing between those who acknowledge to work as full time personal trainer and as a part time (Figure 18). Self-employment is biggest work model for both groups, but especially for those who work part time. There was also tendency for lower employee status among those who had graduated before 2016. This might mean that people use part time working and employee status at the beginning of their career, but as they are able to practise the profession they more easily take full time self-employment models in use.

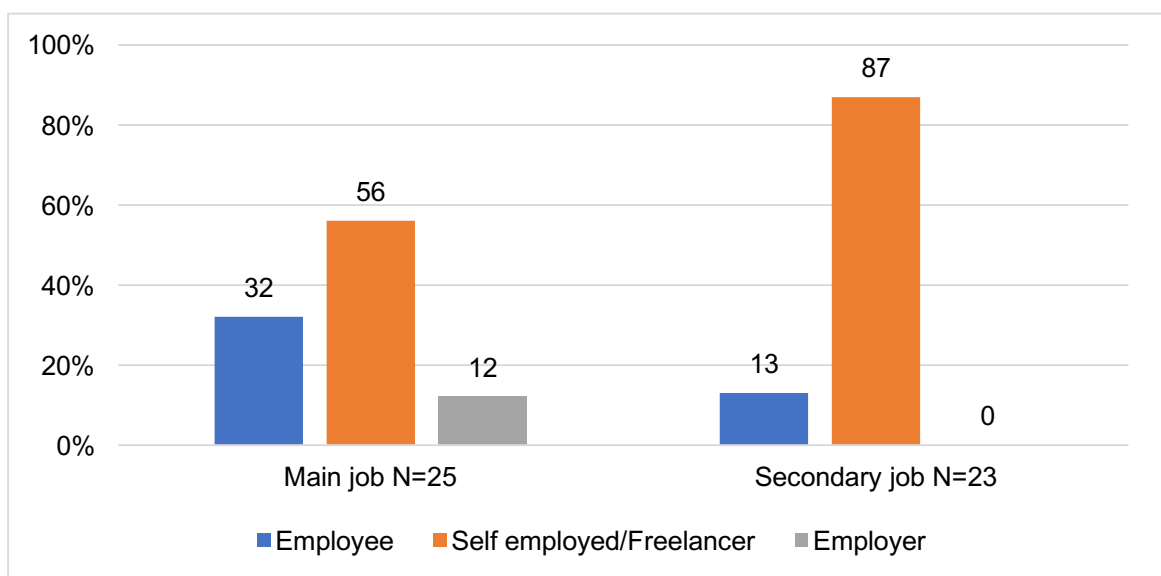


Figure 18: Employment status

The reasons behind chosen employment status were asked as an open question:” What are the main reasons to choose personal trainer profession as an employee or self-employed or employer?”

The answers were divided into three groups according to previous answers regarding employment status. (Figure 19)

Employee (8)	Self-employed/freelancer (33)	Employer (3)
<ul style="list-style-type: none"> • Employer paid the training fees • Easy and safe way to start as PT. • Able to get social benefits if PT customers not available • Able to combine PT work and instructing fitness class groups • Work opportunities, customers available 	<ul style="list-style-type: none"> • Secondary job • Freedom to choose several places • Freedom to choose customers • Freedom to choose work level • No jobs available • No collective labour agreement available, better income opportunities 	<ul style="list-style-type: none"> • So many customers and was able to handle more with employees • Started as a PT but running sports center at the same time

Figure 19: Different working models

7.3 Working hours

Weekly hours were asked to give better understanding of working models and working time models. As partial working or secondary job status depends in official statistics respondent’s own opinion, it is more interesting to study actual working hours. In this survey, the working hours were calculated so that all time consumed in personal trainers’ profession minus travel time to and from customers were taken into account. In figure 19 can be seen that personal trainers weekly working hours are mainly below 20 hours. Those who had an employee status, 73 % worked between 11-30 hours. At the same time those who were self-employed, 61 % worked below 20 hours. (Figure 20)

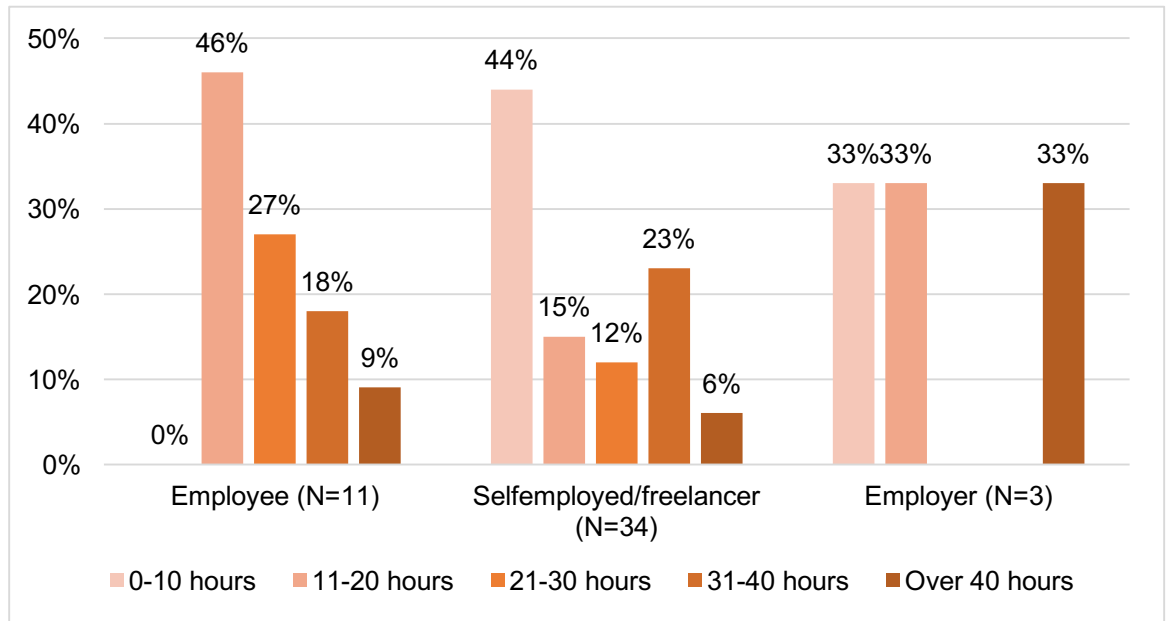


Figure 20: Working hours

7.4 Employment status in the future

Employment status in future was one of the main questions for personal trainers (Figure 21). As freelancer or self-employment model represents clear majority of replies, it is interesting to see biggest change in future from freelancers to employers. This could be understood so that for those who were able to find work as a personal trainer, the working opportunities has been quite good. Statistics Finland research on self-employment (Pärnänen & Sutela, 2014, 56) show that main reasons to change working model from freelancer to employer was high work load and hours and willingness to expand business. Average weekly working hours and further plans about employer status is also dependa- ble on whole setting of business environment and personal reasons. Results in this question show biggest difference between freelancers and employers. The number of employers is estimated to double in the future.

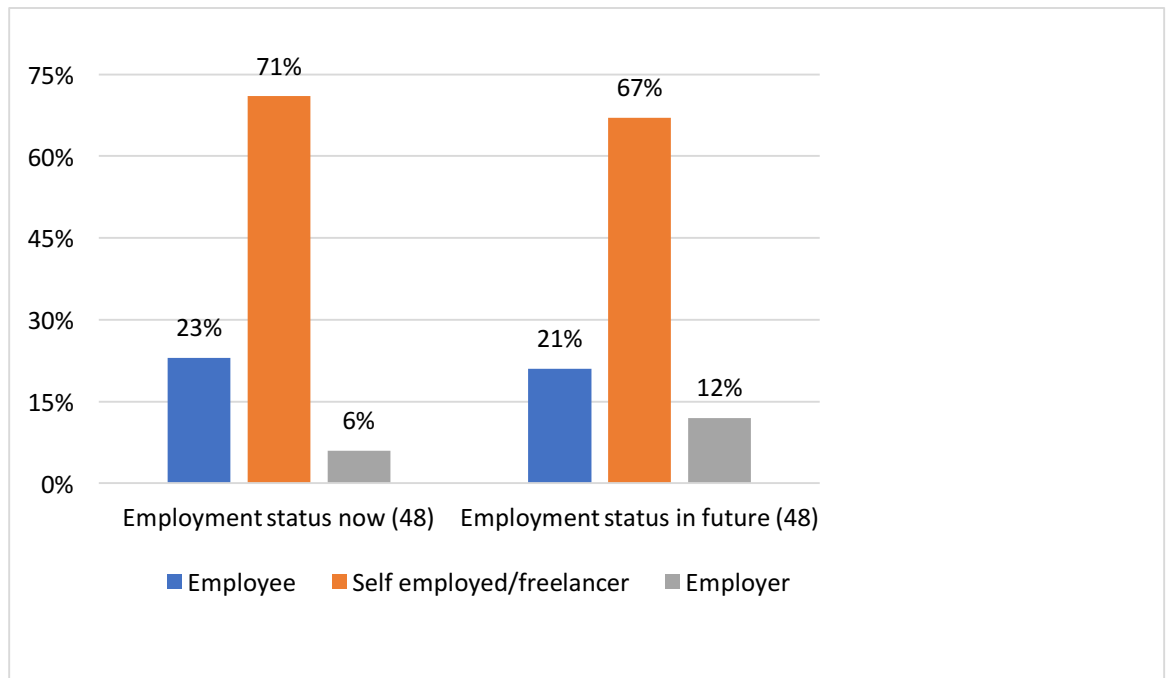


Figure 21: Employment status change

7.5 Future working hours

According to results, the working hours in future are expected to increase or at least remain at the same level (Figure 22). Results can be approached from two aspects, market situation and by personal trainers own choices. Majority of the personal trainers in this research prescribe their employment status as self-employed or freelancer. As these estimates for future work hours are combined with previously shown open questions, many use self-employment by their own choice giving flexibility and freedom.

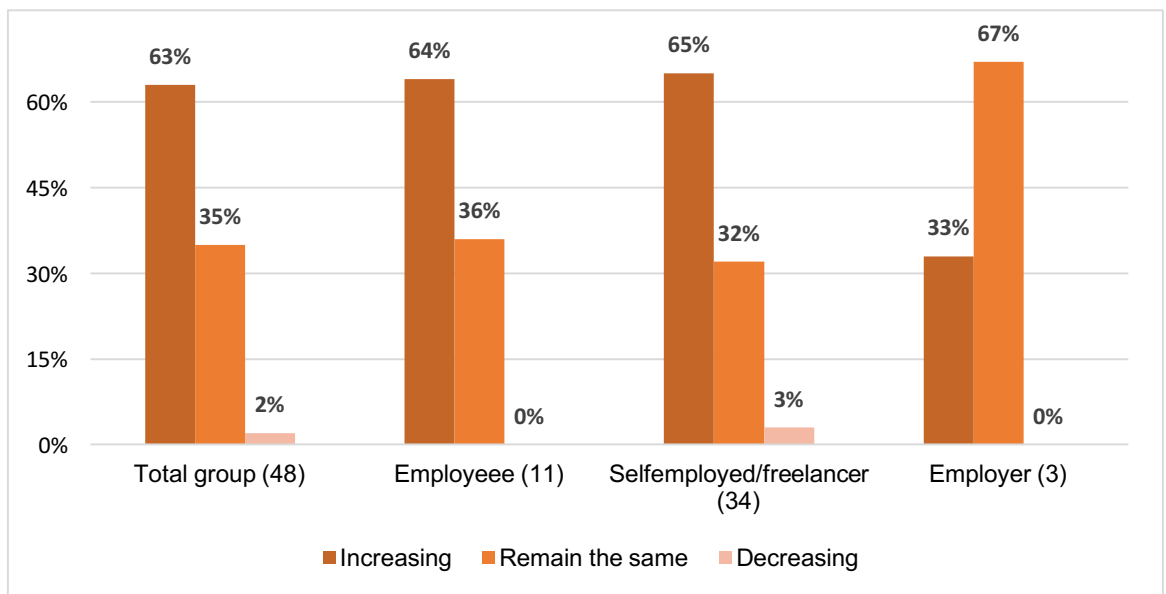


Figure 22: Estimated working hours in the future

7.6 Satisfaction to profession

General satisfaction to the profession of a personal trainer was the last question in the questionnaire. As seen on previous questions regarding satisfaction to personal trainer course, the whole satisfaction rating scale was used. Mean value was 2,96 and with that value graduated personal trainers tend to be slightly more satisfied than non-satisfied.

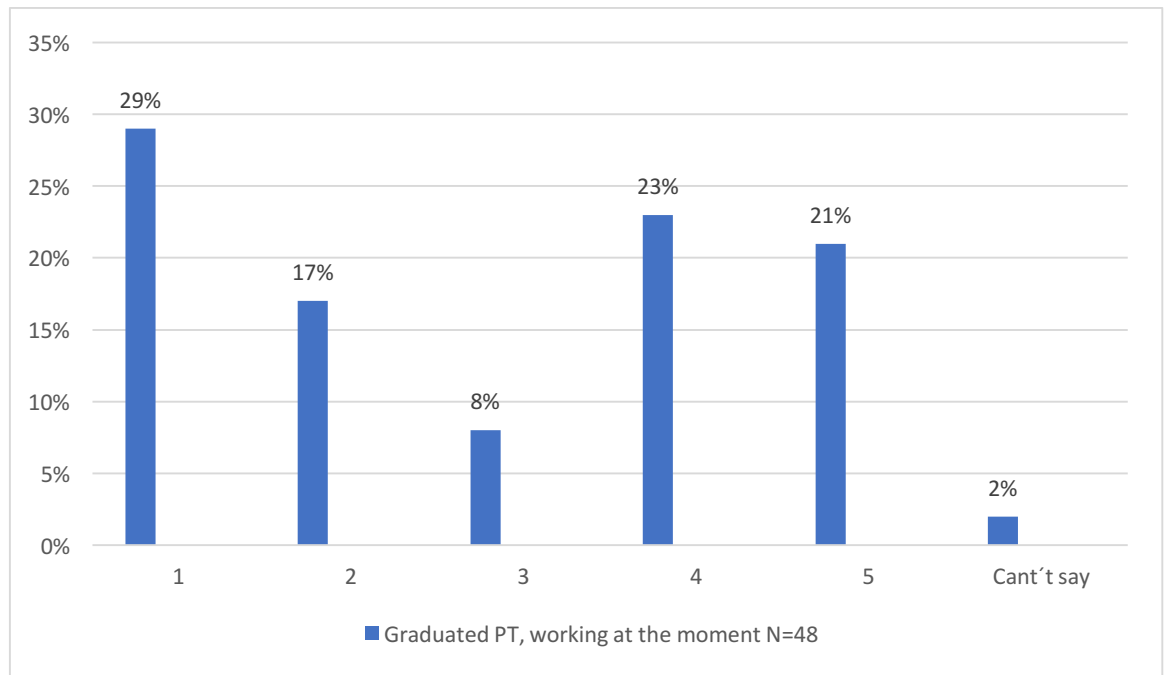


Figure 23: Satisfaction to PT profession. (1=strongly agree, 2=agree, 3=neutral, 4=disagree, 5=strongly disagree, Can't say)

8 Discussion

8.1 A customer satisfaction of the course

The results on both questions, customer satisfaction and whether the course met professional needs in practice, were on dissatisfied side of the scale.

As the whole questionnaire gave information both on course satisfaction and employment, it was interesting to see how satisfaction on personal trainer course was related to employment as a personal trainer. Those who were not working anymore or have never worked as a personal trainer gave the most dissatisfied ratings when evaluating course contents and whether the course met the professional needs in practice.

Received education, personal abilities and previous experience from commercial sports are the combination behind courage to find and establish job as a personal trainer. Nevertheless, majority felt that they need further education for personal trainer's profession.

The satisfaction to personal trainer course was measured as an overall rating. Giving the mean values on dissatisfied sides and many answers both strongly dissatisfied and strongly satisfied rises question was there some parts of training clearly missing the expectations. Personal trainer course fee is quite high and that rises also expectations among participants.

Trainer4You collects feedback after courses and these results should be cross checked in the future. Satisfaction was collected with rating scales and misunderstanding of the scale was minimized by showing clear instructions for ratings before every question.

8.2 The employment after graduation

The results show that after graduation, most of the personal trainers will find the job as a personal trainer. Depending on both economic environment, own personal background and goals people tend to start this profession mainly as a self-employed or freelancer. This employment status supports the highly-valued flexibility for those who take personal trainer's profession as a secondary job.

Some open question answers highlighted personal trainer's job as an employee not so tempting as there is no collective labour agreement on this field. The work and the final income depend on customer numbers and the ability to sell services. At the beginning, being employee or freelancer, the income could be hard to find at satisfactory level. This uncertain income level has been understood widely among graduated and two ways to secure income was used: personal trainer as an employee and possibility to apply social security or freelancer status and personal trainers job as a secondary job.

Actual working hours were collected and divided between different employment models. As there was only three employers among responses and those tend to run for example gym as a main job, it was more interesting to concentrate to employees and freelancers. Employees tend to work much more as a personal trainer than freelancers.

Those who had an employee status, 73 % work between 11-30 hours and biggest single group was those working 11-20 hours a week (46%). At the same time those who were self-employed/freelancer 61 % work below 20 hours and biggest single group was those working 0-10 hours (44%).

That could come either from better income level per work hour as a freelancer or from the fact that those working as an employee are often somehow connected with sporting facilities with greater number of possible customers, wanted by personal trainer or not. Freelancers valued the flexibility and to be able to determine work amounts, but it is safe to say that by working as an employee personal trainers work more.

8.3 Future working models and hours

According to the results, the markets for personal trainers' look good as future working hours can also give a hint of experienced demand for personal trainers' services. Majority of personal trainers in this questionnaire estimate work levels to increase (63%) or at least remain the same (35%). Biggest change is expected to happen among self-employed/freelancers as there was great number of people working only part time and below 10 hours a week.

Personal trainers' working models in this study group is estimated to move from employees to freelancers and further to employers. Employers amount, being relatively low in this survey, is expected to double in the future. That could mean that those working with high week hours as freelancers have achieved level where only way to grow business is by hiring employees. Personal trainer's work is also quite demanding both socially and physically and high work hours can be maintained only for limited time.

Freelancer or self-employment is also an easy way to have first steps before establishing a company.

8.4 Recommendations for Trainer4You personal trainer course and business development

Previous findings from questionnaire and participant observations can be summarized as basic steps for further development of personal trainer courses. These steps enhance the satisfaction to personal trainer course, give better employment possibilities and build new business opportunities for the company:

1. Education provider should consider demanding previous experience from sporting field before participating the basic personal trainer course. Alternatively courses with different levels of previous experience
2. Education provider should consider course length to provide more time to adopt new information
3. Education provider should build advanced training program for previously graduated personal trainers for building specialized professionals
4. Education provider should establish connections with different employers to ease employment of recently graduated personal trainers
5. Education provider should provide information about entrepreneurship and how to build employer models for personal trainer services. This could be organized as a joint venture.

8.5 Validity and reliability

Validity and reliability together form the basic idea of study's plausibility and steps for general evaluation. (Flick 2009, 384-388) In this research, the triangulation method was chosen to use. As the triangulation combines methods both from qualitative and quantitative, when talking about validity and reliability, both perspectives must be taken count.

Validity and reliability originate from quantitative research and are not easily transferred to qualitative studies. In a qualitative research, the quality is ensured by making right choices along the whole study. (Kananen 2008, 123)

In a quantitative research, the reliability is defined as repeatability of the study and whether the results would be the same after a new study (Flick 2009, 385). This definition alone is problematic both in qualitative and quantitative research as natural changes in real world might come in question. (Kananen 2008, 124)

As this study was done among Trainer4You graduated personal trainers, the results cannot be taken outside this envelope. The results could be repeated only with original answerers and with the same time, as the status of employment might change because of persons' own choices or external reasons. This study cannot be generalized outside this selected group. Answer time was rather short and there was no prove if the invitation reached the whole target group. Often those who have strong opinions and those who are committed to the cause answer also the questionnaires.

Reliability is also a question about reaching saturation point when collecting answers to questionnaire. (Kananen 2008, 125) The questionnaire reached 85 answers. The possibil-

ity to answer many times was blocked by IP –address limitation. To make results more accurate and more representative for the future personal trainers, only years 2012-2016 were included in final results.

The reasons for quite poor response rate in relation to graduated personal trainers might be the change of email addresses, lack of graduation record updates or lack of commitment on Trainer4You training organization after many years. The questionnaire was opened 125 times and 85 responses were calculated for full participation. There is no info how many invitations were sent and received via Trainer4You email –lists finally as the invitation was sent as a basic email to private addresses.

Validity in qualitative research handles the relationship between questions and answers, does the research give the answers to specific study questions or not and are the interpretations justifiable. (Flick 2009, 387) Validity can be enhanced by precise documentation and by making questions that are understood the same. (Kananen 2008, 125) Most of the questions were closed questions with same answer options for everyone. Few open questions were used to give better understanding for reasons behind answers. All the answers were collected by Webropol software to minimize typing and interpretation challenges.

When handling open answers, author had to use own judgement to categorize answers for analysing. Rating scales were according to Likert methods but as the answerers rating depends on the feelings rather than facts, the results must be considered as such.

8.6 Follow up research

This research would be nice to do again among graduated personal trainers 2017. For example, after one year of graduation.

Answer rate could be higher and feedback to evaluate course matching real life needs would be more precise. Many graduated feel that they need further studies to practise personal trainer's profession. Presenting the question "why" and "what" would give good ideas for commercial plans when establishing recurrent training after graduation.

9 Conclusions and recommendations

As a conclusion can be said that the physical activity of the people globally has decreased dramatically. There are many reasons for this matter, for example the increasing amount of stress, heavy workloads and long days of sitting down. On the other hand, the researches show that activity in their leisure time has increased in the last years. The people are nowadays aware of their health matters and are more and more interested in their wellbeing. The wellbeing means exercising and eating properly. These are things people want assistance and that is why they hire personal trainers for themselves.

The popularity of the profession is increasing and the markets for wellbeing and training are rising. There are many education providers for personal trainer profession in Finland. The markets for the profession look bright in the future.

This research studied different employment models and success to find personal trainer jobs after graduation. The results in this study group show that after graduation, majority will end up working as a personal trainer. Own choices and financial environmental issues have impact on what kind of employment model is been chosen.

According to the survey the satisfaction for the personal trainer course was negative. And many of the respondents thought that they need more knowledge to practice the profession professionally. The demand for the further studies is clear. This means more business planning for the education providers and planning the whole education better to meet the expectations of the students.

Still most of the respondents have practiced the personal trainers' profession since graduation. The most popular working model is a self-employed or a freelancer. The reasons for the working model are for example the freedom to choose the work level, the customers and the possibility to do the job as a secondary job. Also, a reason for choosing to be a self-employed or freelancer could be that the course does not give enough knowledge about entrepreneurship. They talk more about working as an employee at a fitness centre.

Most of the graduated personal trainers who do the job as a self-employed and freelancer work only below 20 hours per week. The personal trainers who work as an employee work much more, 11-30 hours per week.

The future of the profession looks bright for the respondents. The majority believe to work more or at least the same number of hours per week in the future.

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11 Appendices

Appendix 1. Questionnaire

Tutkimus Trainer4You personal trainer kurssin suorittaneiden työllistymisestä

Vastaajan taustatiedot

1. Sukupuoli

- ☐ Mies
- ☐ Nainen

2. Ikä

- ☐ 18-24
- ☐ 25-34
- ☐ 35-44
- ☐ 45-54
- ☐ Yli 55

3. Pääasiallinen työssäkäyntialue

- ☐ Pääkaupunkiseutu
- ☐ Ahvenanmaan lääni
- ☐ Etelä-Suomen lääni (pl. pääkaupunkiseutu)
- ☐ Itä-Suomen lääni
- ☐ Lapin lääni
- ☐ Länsi-Suomen lääni
- ☐ Oulun lääni
- ☐ Ulkomailla

4. Minä vuonna valmistuit Trainer4You yrityksen järjestämältä Personal Trainer -kurssilta?

- ☐ 2017
- ☐ 2016
- ☐ 2015
- ☐ 2014
- ☐ 2013
- ☐ 2012
- ☐ 2011
- ☐ 2010
- ☐ 2009

5. Mikä oli mielestäsi merkittävin syy osallistua PT-kurssille?

Tyytyväisyys Trainer4You -PT-kurssiin

6. Mikä sai sinut valitsemaan juuri Trainer4You yrityksen järjestämän PT kurssin?

7. Olen tyytyväinen PT -kurssin sisältöön

1=täysin samaa mieltä 5=Täysin erimieltä EOS=en osaa sanoa

- ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ EOS

8. Sain kurssilla hyvin tietoa PT -työstä ammattina

1=täysin samaa mieltä 5=täysin erimieltä, EOS=en osaa sanoa

- ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ EOS

9. Kurssin sisältö vastaa hyvin ammatin käytännön vaatimuksia

1=täysin samaa mieltä 5=täysin erimieltä

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ EOS

10. Onko PT -kurssi käymisen jälkeen ilmennyt tarvetta jatkokoulutukselle PT -ammattiin liittyen?

☐ Kyllä

☐ Ei

Työllistyminen personal trainer -ammattiin

11. Työskenteletkö tällä hetkellä personal trainerina?

☐ Kyllä

☐ En ole koskaan työskennellyt

☐ En, mutta olen aikaisemmin työskennellyt

12. Kuinka kuvailisit työtäsi personal trainerina?

☐ Palkansaaja

☐ Yksinäisyrittäjä/freelancer

☐ Työnantajayrittäjä (palveluksessani on palkattua työvoimaa)

13. Mainitse muutama merkittävin tekijä, jotka vaikuttivat valintaasi työskennellä personal trainerina palkansaajana/yksitysyrittäjänä/työnantajayrittäjänä

Työaika personal trainer -ammatissa

14. Työ personal trainerina on minulle

- ☐ Päätyö
- ☐ Sivutyö

15. Säännöllinen, keskimääräinen viikkotyöaika personal trainerin työssä

Työajaksi lasketaan matka-aikaa lukuunottamatta kaikki PT -ammattiin kuluttamasi aika

- ☐ 0-10 tuntia
- ☐ 11-20 tuntia
- ☐ 21-30 tuntia
- ☐ 31-40 tuntia
- ☐ Yli 40 tuntia

16. Miten arvioisit työmääräsi käyttäytyvän PT -ammatissa seuraavan vuoden aikana

- ☐ Kasvavan
- ☐ Säilyvän ennallaan
- ☐ Vähenevän

17. Mikä seuraavista vastaa parhaiten suunnitelmiasi harjoittaa PT -ammattia seuraavan vuoden aikana?

- ☐ PT työ palkansaajana
- ☐ PT työ yksinäisyrittäjänä/freelancer
- ☐ PT työ työnantajayrittäjänä (työllistän muita)

18. Olen tyytyväinen personal trainer -ammatissa työskentelyyn

1=täysin samaa mieltä 5=täysin erimieltä EOS=en osaa sanoa

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5
- ☐ EOS